

**ALAMEDA GOLF COMMISSION  
MINUTES OF REGULAR MEETING**

**Wednesday, December 16, 2009**

**1 CALL TO ORDER**

Chair Jane Sullwold called the regular meeting to order at 6:30 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502

**1-A ROLL CALL**

**Present:** Chair Jane Sullwold, Vice Chair Bill Schmitz,  
Commissioner Ray Gaul, and Commissioner Jeff Wood

**Absent:** Commissioner Bill Delaney and Commissioner Betsy Gammell

**Staff:** General Manager John Vest and Superintendent  
Matt Wisely

**Also Present:** Interim City Manager Ann Marie Gallant

**1-B APPROVAL OF MINUTES**

The Commission unanimously adopted the minutes of the November 18, 2009 regular meeting.

**1-C ADOPTION OF AGENDA**

The Commission unanimously adopted the agenda.

**2 ORAL COMMUNICATIONS**

None

**3 COMMISSION COMMUNICATIONS**

None

**4 AGENDA ITEMS**

**4-A Status Report on RFP**

Interim City Manager Ann Marie Gallant stated that six or seven interested parties attended the informational meeting. Although information circulating about suggested that the City would receive four responses to the RFP, staff was told that

two of the interested parties do not have the capital capacity at this time, so only two responses actually came in. She met with the subcommittee, which includes Commissioners Sullwold and Schmitz, Director of Recreation and Parks Dale Lillard, and David Samms, a consultant she has retained, and has sent out a supplemental request for additional financial information to the two responders. The questions concern each company's financial stability and its ability to fund capital improvements. Ms. Gallant was unable to recall the precise wording of the five questions, but said that one asked the companies to provide three to five years worth of financial statements. Each company was given ten working days to respond to five questions, with responses due next week. Ms. Gallant considers the information she expects to receive to be confidential and proprietary, so she will not be sharing the responses with Commissioners Sullwold and Schmitz.

Her current plan is to recommend at the first City Council meeting in January (Wednesday, January 6) that she be authorized to begin negotiations (estimated to take 90 to 120 days) for a long-term lease with one of the two companies that responded to the RFP. This will involve posting the staff recommendation on December 30 or 31, which will be the first public notice about the nature of the proposals received in response to the RFP. She is not certain, however, that she can meet that schedule, and advised that she will notify Chair Sullwold on Monday after Christmas whether she intends to go forward with the January meeting.

Bob Sullwold asked what role the Golf Commission and members of the public would have in evaluating these proposals. Ms. Gallant stated that the City Charter grants the City Manager the exclusive right to negotiate; even the Council is not involved until the City Manager makes a recommendation. Public comment occurs only after the matter is placed on the Council agenda with a Staff Report. Chair Sullwold asked why the public cannot know now the general parameters of the proposals the potential vendors have made. Ms. Gallant stated that law and ordinances require the City to protect the responses until the Staff Report is done. Ms. Gallant was asked why a survey of the community was not done before the RFP was issued. She stated that the City Council is elected by the community to represent the community. She stated that she is going to review the video of the City Council meeting on July 1, 2008, to determine whether Council really directed staff to survey the community before issuing the RFP for a long-term lease.

#### **4-B Repayment of \$300,000 loan**

Interim City Manager Ann Marie Gallant stated that there is no simple answer to the status of the \$300,000 loan from the Golf Enterprise Fund to explore the development of a new golf course at Alameda Point. It is possible that, when the decision was made to make this advance, it was considered a cost of doing business, so it should not be characterized as a loan due to be repaid. It was borrowed by the Alameda Reuse and Redevelopment Agency, and there was no promissory note between funds. ARRA does not have a lot of money, and what it does have is subject to being attached by the State, so there is substantial doubt whether they will ever have the capacity to repay it. It has not been removed from

the books, however, and a final decision on this matter won't be made until after March.

#### **4-C Update on Golf Complex Finances**

Chair Sullwold requested that the City provide the financial report sooner than the day of the Golf Commission meeting so they have time to analyze it. Ms. Gallant said she would look into having another accountant prepare the report. Bob Sullwold stated that more rounds were played this November than the previous November on the Jack Clark course, and the associated Clark revenue was also higher. The overall downward trend on rounds and revenues has continued, however, although the revenue difference compared to last year was only about \$2,000. For the five months ending November 30, the rounds for the three courses were down 10.48% and revenues are down 3.49%. For the four months ending October 31, the operating profit was better this year than last year. (Since the City's financial reports were not available in advance of the meeting, it was not possible to report on the results through November.) Operating expenses as well as wages and benefits are lower. The Mif Albright generated \$72,079 in revenue over the six months from June through November. At the time the decision was made to reopen the course for those six months, staff told Council that the estimate for costs of reopening and maintaining the course would total \$50,000.

#### **4-D Consideration of Memorial Bench Program for the Golf Complex**

John Vest stated that benches range in price from \$225 to \$671. He looked into the benches at Sequoyah. The folks at Sequoyah think that the benches cost between \$300 and \$400, but could not recall where they were purchased. Mrs. Arnerich thinks that \$400 might be the most that people would be willing to spend on a memorial bench. Matt Wisely recommends benches made of "iron wood," a material that looks like wood but is actually composed of plastic, because they are maintenance-free. The Commission decided to table this discussion until next month when Mr. Vest can come in with some more specific information.

### **5 ORAL REPORTS**

#### **5-A Golf Shop and Driving Range activities report by John Vest**

John Vest announced that Ty Puekdang has been hired to work in the shop. Kemper has been making a big push on Golf Now to book more tee times through the internet. In December, there will be some specials in the golf shop, along with a bundle package of three lessons for \$100. Mike Winkenbach has been updating the website to make it more user friendly. Mr. Vest also shared the results from Mindshare, the survey golfers are asked to complete after finishing their rounds, which shows an overall rating of 8.2 out of 10.

## **5-B Golf Complex Maintenance activities report by Matt Wisely**

Matt Wisely stated that we have had 6.3 inches of rain since October, and have also seen temperatures as low as 20 degrees, which has created some frost delays. Some of the greens have brown spots. The staff recently repaired about a thousand ball marks on the greens. The golf shop staff will be distributing divot tools to encourage the players to repair their own ball marks. Signs have been posted on both courses on tees 1 and 10 from the superintendent's association explaining the significance of repairing ball marks, raking bunkers and replacing divots. Signs have also been posted in the golf shop and on the carts encouraging these practices. In response to a question from Chair Sullwold, Mr. Wisely said they plan to look into the costs of putting sand and seed bottles on the golf carts in the near future. Mr. Wisely stated that the type of grass on the fairways determines what the mixture of sand and seed should be, but the cost of installing and maintaining sand and seed bottles on 120 carts would be significant. He also stated that this time of year, you can get by with just replacing your divots, although that method does not work in the drier months. Mr. Wisely stated that he had 28 people apply for the open maintenance jobs. After interviewing 16, he hired seven new workers including a mechanic; all will start on January 4, 2010. Also, a couple of city staff members are going to come back later in the year on a part time basis. The staff will include 17 employees as of January 4. They will be changing the operation when the new staff is aboard. John Vest stated that 20 new cart batteries will be put into operation.

## **5-C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich**

According to Mrs. Arnerich, there is nothing to report on the Beautification Program at this time. The solicitation that was sent out for donations to the Junior Golf Club is going well, some in the memory of Dr. Mitchell and another in the memory of a citizen in Bay Farm Island that also died recently. She is working with Mike Winkenbach to put information about donations in memory of these individuals on the website.

## **5-D Golf Complex Restaurant Report, Jim's on the Course**

None

# **6. COMMISSIONERS' REPORTS**

## **6-A Marketing and Promotions, Commissioner Gammell**

None

## **6-B Maintenance, Buildings, Security, Albright Course and Driving Range, Secretary Wood**

None

**7. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)**

Bob Sullwold stated he is outraged by the possibility that the City will not post its RFP recommendation until December 30 or 31, making it extremely difficult to coordinate any response to the proposal over the holiday weekend. The Golf Commission agreed to hold a special meeting on Saturday, January 2, to begin that coordination process, should Ms. Gallant announce her intention to proceed with this matter at the January 6 Council meeting.

**8. OLD BUSINESS**

None

**9. WRITTEN COMMUNICATIONS**

Included in the Commission packet was a memorandum to the Finance Department showing a surcharge payment for December 2009 of \$5,811. The year-to-date total to the General Fund is \$66,112 for FY 2009/10.

**10. ITEMS FOR NEXT MEETING'S AGENDA**

- Status Report on RFP
- Update of Golf Complex finances
- Consideration of a Memorial Bench program for the Golf Complex

**11. ANNOUNCEMENTS/ADJOURNMENT**

The meeting was adjourned at 8:20 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.